

October 26, 1942

Mr Luis M. Bloch

517 5th Avenue
New York, N. Y.

Dear Lou:

Was good to see you over the weekend. The gas was nice too!

On Sunday we took that Arrow survey. Am very pleased with the results.....which are as follows:

The people surveyed were the ones calling for requests on our Sunday request program. We had during that time 111 calls. Three of these were repeats. Thus our total survey consists of 108 persons. 91 said they had heard the Arrow program frequently. That is they were asked if they listened to the program. 91 said 'Yes'. 17 said they did not listen. Out of the ones that do listen 8 volunteered the information that they had bought Arrow shirts. Those that listened like the program-question #2. No suggestions were made.

84.3%

That's the dope. Will send the stuff on R'd'r's Digest later in the week.

Sincerely,

Addison R. Taylor
Business Manager

art/ART

I love this!